

**Fundraising Workshop for Mountain West Arts Conference  
Hosted by the Utah Division of Arts and Museums, 1 May 2014**

# **Individual Giving: Raising Friends, Raising Funds**

**Laura S. Smith, CFRE  
National Assembly of State Arts Agencies**

# GIVING USA 2013

The Annual Report on Philanthropy  
for the Year 2012



Giving  
USA™

Shared intelligence.  
For the greater good.

A public service initiative of The Giving Institute

Researched and written at

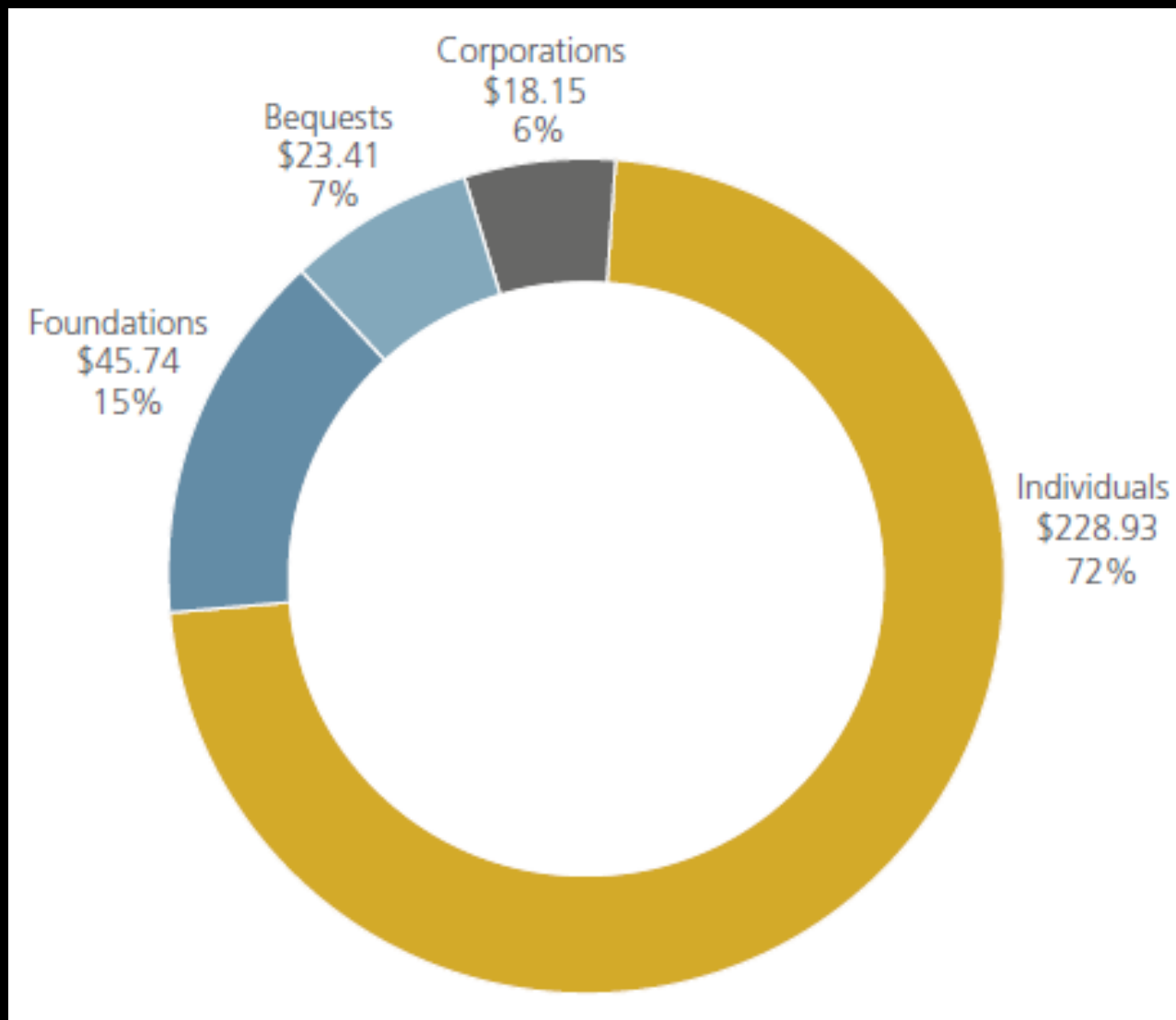


LILLY FAMILY  
SCHOOL OF PHILANTHROPY

INDIANA UNIVERSITY  
BUPUI

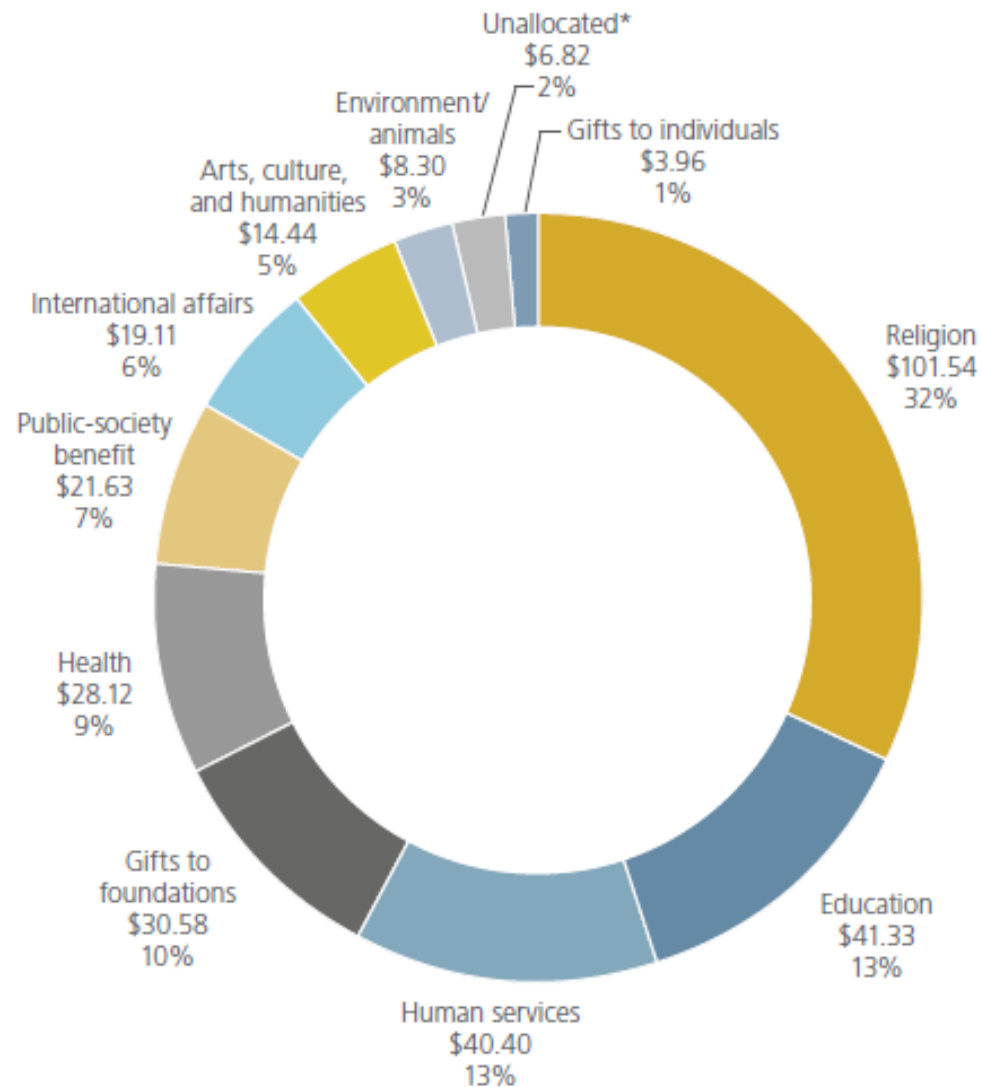


# GIVING USA: The Numbers





# GIVING USA: The Numbers



\*Includes gifts to non-grantmaking foundations, deductions carried over, contributions to organizations not classified in a subsector, and other unallocated gifts.



## TRENDS AFFECTING GIVING OVER TIME

- Increasing competition
- Women as contributors
- More arts orgs, less arts support
- Online giving
- Higher levels of scrutiny
- Giving for impact



# YOUR SUPPORT MAKES AN IMPACT.

STRONG LOCAL ARTS AND CULTURE ORGANIZATIONS BUILD STRONG COMMUNITIES.

78% of leisure travelers include arts and culture activities in their trips.

AND THEY STAY LONGER AND SPEND MORE MONEY THAN OTHER TOURISTS!

TOWN HALL

**\$135 BILLION**

in economic activity is  
GENERATED ANNUALLY BY  
arts and culture organizations.

SCHOOL

Arts and culture organizations spend

**\$2 BILLION**

EACH YEAR ON EDUCATIONAL ACTIVITIES  
and welcome

**55 MILLION**

STUDENTS ANNUALLY ON SCHOOL TRIPS.

**HALF**

the nation's healthcare institutions  
PROVIDE ARTS PROGRAMS FOR  
THEIR HEALING BENEFITS  
TO PATIENTS.

HOSPITAL

Visitors to arts and culture  
organizations spend nearly

**\$25 PER PERSON**

- BEYOND THE COST OF ADMISSION -  
at local businesses.

LOCAL SHOP



**850  
MILLION**

people visit  
arts and culture  
organizations  
each year.

ARTS & CULTURE  
ORGANIZATION



THAT'S MORE THAN THE ATTENDANCE FOR ALL MAJOR LEAGUE  
SPORTING EVENTS AND THEME PARKS COMBINED!

A higher concentration of arts and culture organizations leads to...

✓ **HIGHER**  
CIVIC ENGAGEMENT

✓ **LOWER**  
POVERTY RATES

✓ **MORE**  
SOCIAL COHESION

✓ **HIGHER**  
CHILD WELFARE

**WHAT DO DONORS WANT?**

PENELOPE BURK

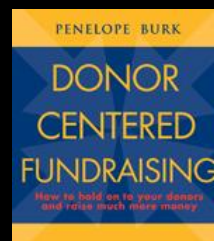
# DONOR CENTERED FUNDRAISING

How to hold on to your donors  
and raise much more money.

Cygnus   
APPLIED  
RESEARCH, INC.



What most donors want	What most donors get
Thanks	Impersonal confirmations or radio silence
To know their gift makes a difference	More appeals for money



# FROM A DONOR'S POINT OF VIEW



# WHAT DONORS WANT: OPTIONS

Snail Mail

Over the Phone

At Events

Online: One-time Gift

Online: Monthly Giving

Giving Stocks/Other Securities

Pledging



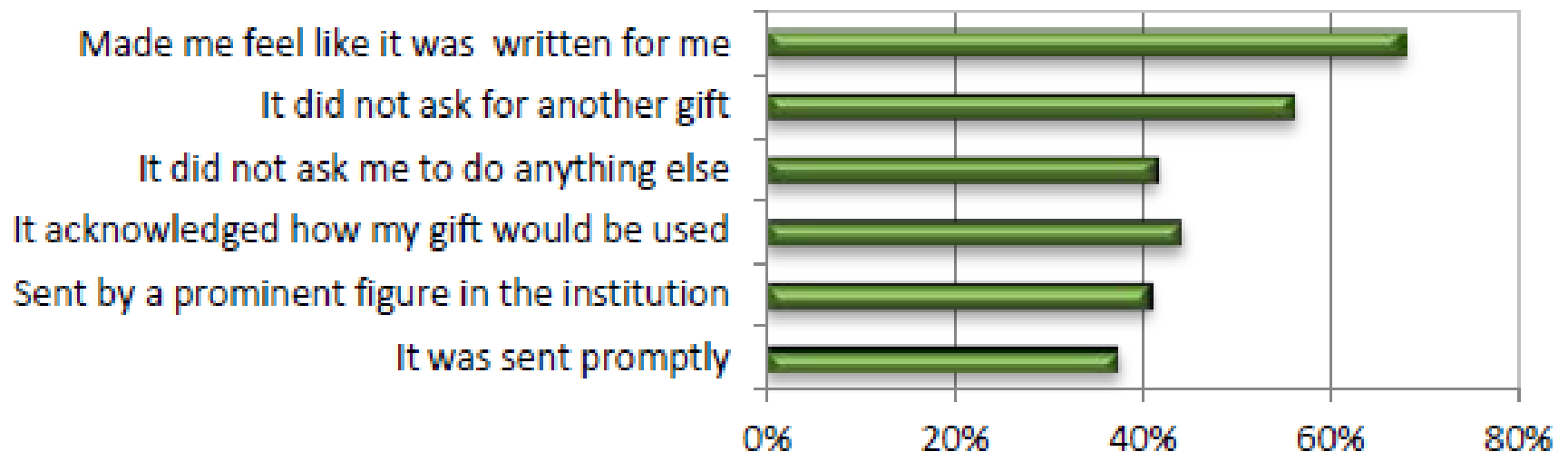
2013



## The Burk Donor Survey

**Cygnus**  
APPLIED  
RESEARCH, INC.  
CHICAGO | TORONTO | YORK, UK  
WWW.CYGNUSRESEARCH.COM

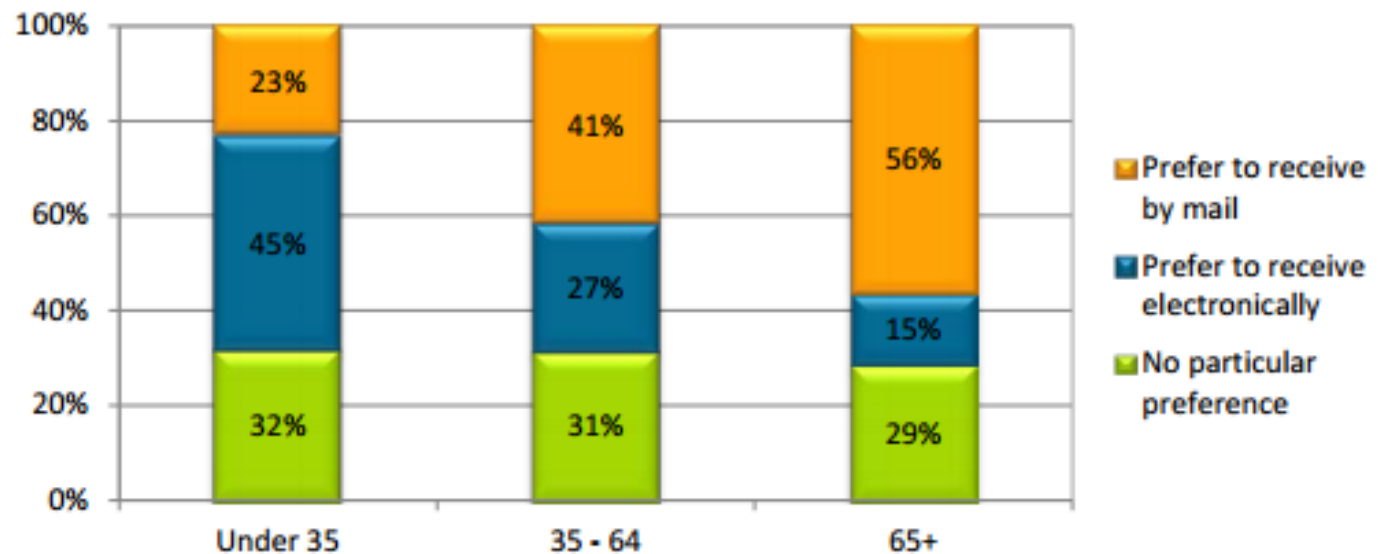
# Acknowledging Donors



Exceptional Qualities of Great Thank You Letters According to Donors

# Effective Communications

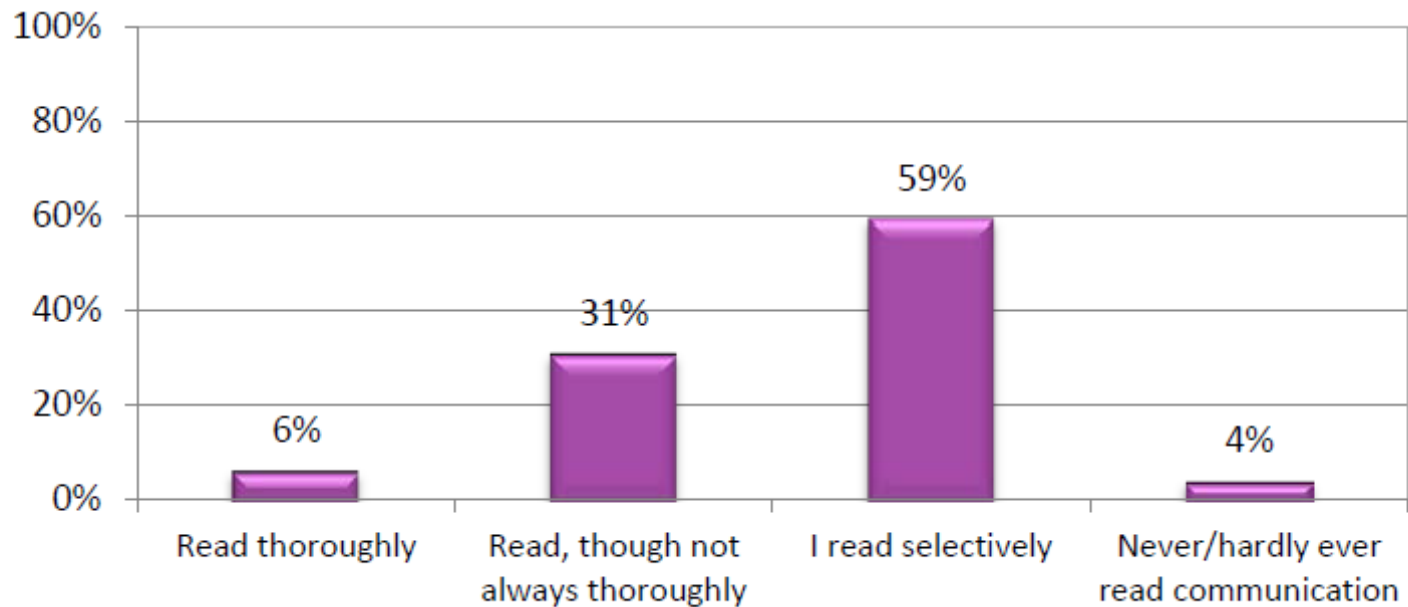
*Print and Electronic Communication and Donor Preference*



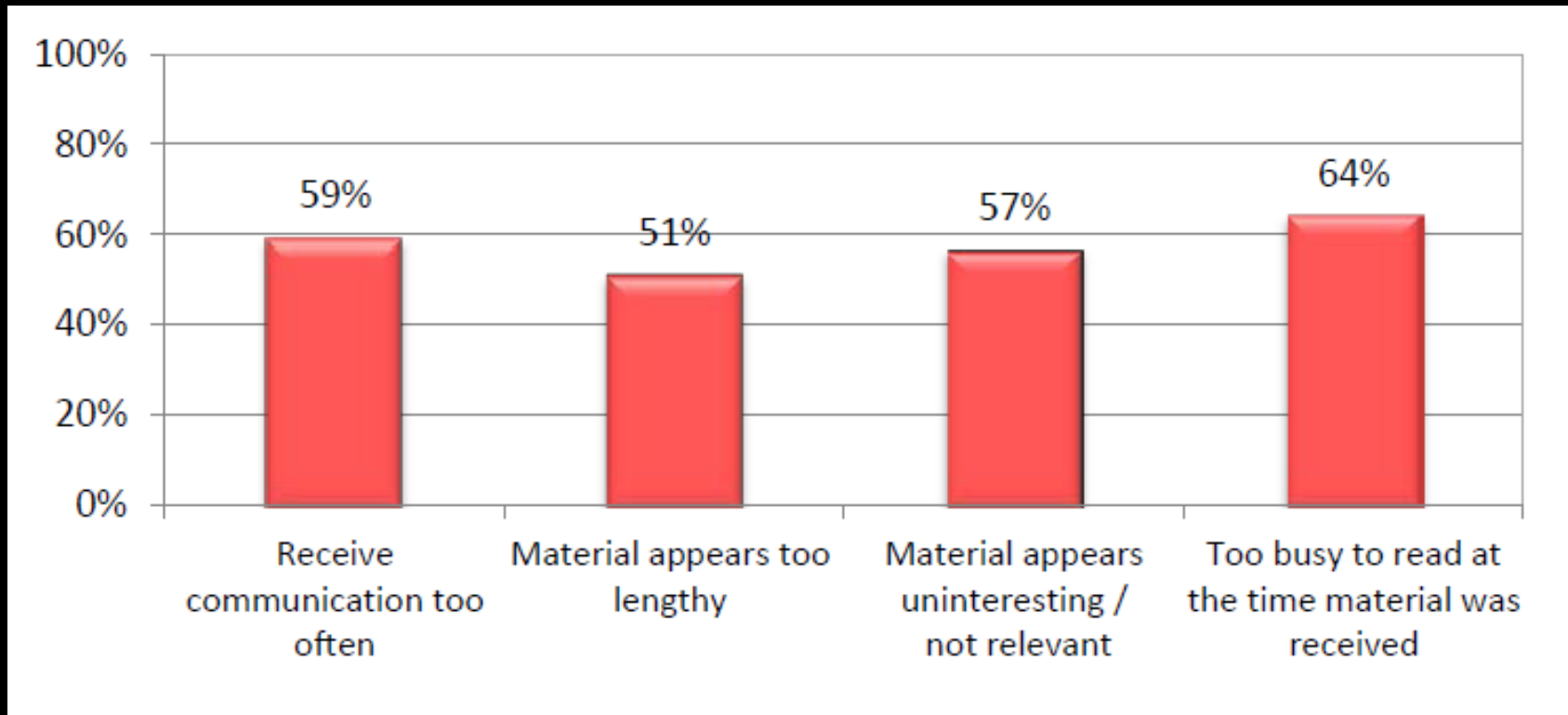


# Effective Communications

*Do Donors Read the Communications that Charities Send Them?*

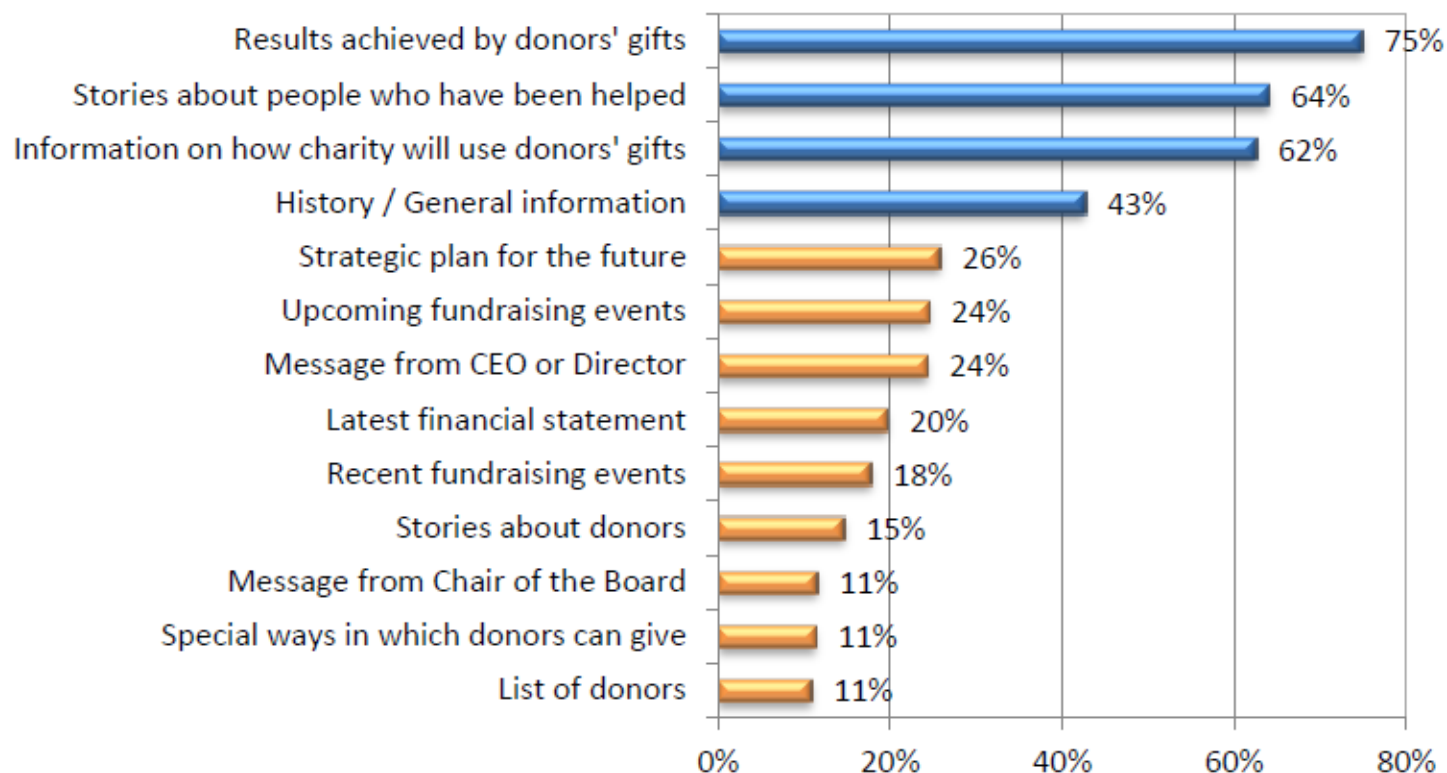


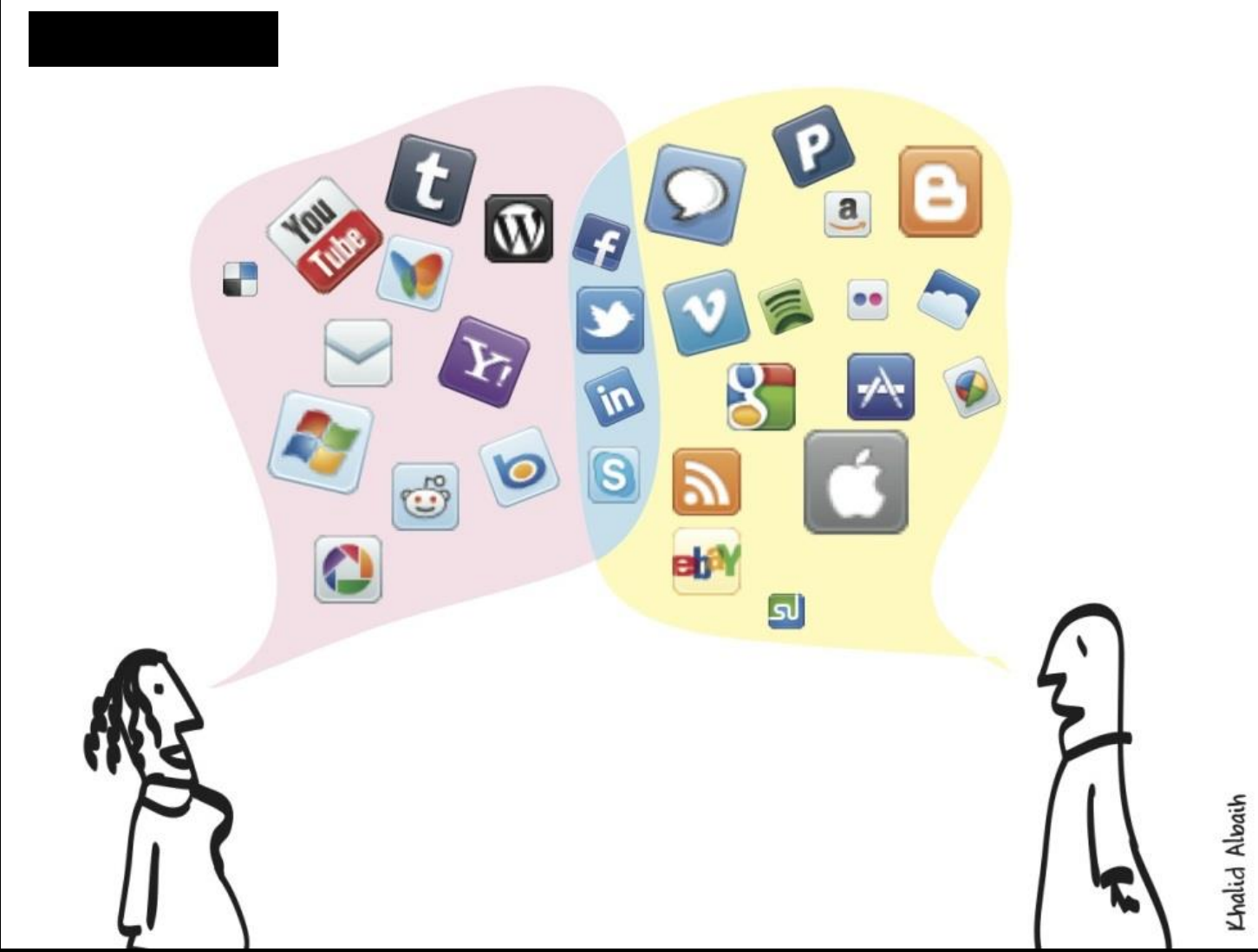
# Effective Communications



# Effective Communications

## *Communications Content that Influences Future Giving*

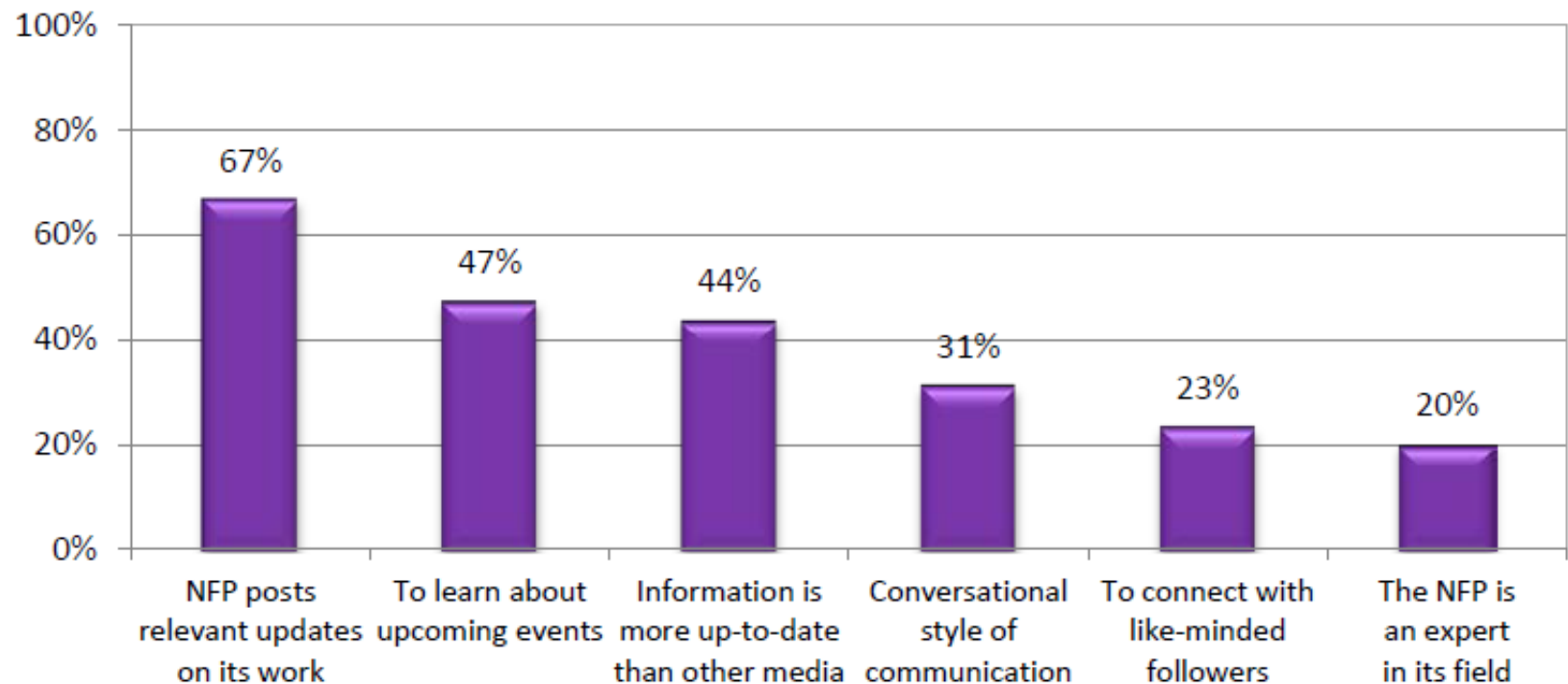




Khalid Albaih

# Effective Communications

*Why Respondents Follow Not-for-Profits through Social Media*



**What's working  
for you?**





National Assembly of  
State Arts Agencies  
KNOWLEDGE ★ REPRESENTATION ★ COMMUNITY